M3301

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

MAJOR APPLIANCES HAVE BEST YEAR EVER
WITH ONE MONTH STILL TO GO

CHICAGO -- The major appliance industry set a new annual shipment record in just 11 months, according to the Association of Home Appliance Manufacturers (AHAM).

"Over 36.5 million units were shipped in the first 11 months of this year," reports AHAM President Robert Holding. "That's almost 700,000 units more than the previous 1973 record of 35.8 million units, and there's still another month to go."

A stable economy, high consumer confidence, and unusually strong replacement demand were the driving forces behind this year's new record. A favorable economy tends to encourage appliance replacement, and AHAM expects replacement demand to remain strong.

1984's momentum pushed the year-to-date shipments ahead of last year's same period by 6.6 million units (22.2%). Outstanding year-to-date gains were reported for:

* microwave ovens, up 2.9 million units (57.6%),
* room air conditioners, up one million units (57.1%),
* refrigerators, up 524,500 units (10.2%) and

(MORE)

* disposers, up 511,800 units (15.7%).

In fact, shipments of all products except freezers already surpass their 1983 totals and show double-digit gains in year-to-year comparisons.

For the first time in history, November's shipment exceeded 3 million units. November marked the 10th time in the last 11 months that monthly shipments have exceeded 3 million units.

# # #

121984

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1984

	November 1984	November 1983	% Change	Calendar Year to Date 1984	Calendar Year to Date 1983	% Change
ALL MAJOR APPLIANCES**	3,093.7	2,787.3	+11.0%	36,546.7	29,905.6	+22.2%
ROOM AIR CONDITIONERS	50.6	52.0	- 2.7	2,989.4	1,902.9	+57.1
DEHUMIDIFIERS	7.5	4.4	+70.5	580.7	429.7	+35.1
DISHWASHERS - TOTAL	271.4	313.3	-13.4	3,236.9	2,869.6	+12.8
Built-In	248.5	287.9	-13.7	3,016.2	2,634.6	+14.5
Portable	22.9	25.4	- 9.8	220.7	234.9	- 6.0
DISPOSERS	362.9	346.1	+ 4.9	3,775.0	3,263.2	+15.7
COMPACTORS	14.3	13.6	+ 5.1	164.8	140.7	+17.1
REFRIGERATION - TOTAL	468.2	511.5	- 8.5	6,870.4	6,394.1	+ 7.4
Refrigerators	387.6	433.3	-10.5	5,659.4	5,134.9	+10.2
Freezers - Total	80.6	78.2	+ 3.1	1,211.0	1,259.2	- 3.8
Upright	42.1	40.8	+ 3.2	593.6	597.0	- 0.6
Chest	38.4	37.4	+ 2.7	617.4	662.2	- 6.8
ELECTRIC RANGES - TOTAL	252.1	254.5	- 0.9	2,852.9	2,541.8	+12.2
Free Standing	207.6	201.0	+ 3.2	2,315.5	2,023.1	+14.5
Built-In	44.5	53.5	-16.8	537.4	518.7	+ 3.6
MICRO. OVENS/RANGES***	986.5	622.2	+58.6	8,173.2	5,186.5	+57.6
HOME LAUNDRY - TOTAL	698.0	690.1	+ 1.1	8,108.3	7,367.7	+10.1
Washers - Total	389.1	377.1	+ 3.2	4,707.9	4,323.4	+ 8.9
Automatic	389.1	372.7	+ 4.4	4,707.9	4,259.0	+10.5
Wringer & Other	#	4.5	#	#	64.3	#
Dryers - Total	308.9	312.9	- 1.3	3,400.5	3,044.3	+11.7
Electric	245.2	245.6	- 0.2	2,709.3	2,421.9	+11.9
Gas	63.7	67.3	- 5.3	691.2	622.5	+11.0

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Series discontinued